

What is claimed is:

1. The method of marketing a toothbrush comprising offering said toothbrush for sale with a set of letters that can be affixed to the toothbrush to identify the person who will use the toothbrush.

2. The method of marketing a toothbrush as set forth in claim 1 wherein said set of letters comprises a set of pre-cut letters that are removably attached to a backing sheet by an adhesive that adheres to selected letters when removed from the backing sheet and attaches said selected letters to said toothbrush.

3. The method of marketing a toothbrush as set forth in claim 2 wherein said letters are vinyl die cut letters.

4. The method of marketing a toothbrush as set forth in claim 2 wherein said letters and at least the handle of said toothbrush have contrasting colors.

5. The method of marketing a toothbrush as set forth in claim 2 wherein said set of letters and said toothbrush are packaged in a common container for sale to consumers.

6. The method of marketing a toothbrush as set forth in claim 5 wherein said container is transparent to permit said toothbrush and said set of letters be viewed by said consumers prior to sale.

7. A method for discouraging the sharing of a toothbrush which comprises the steps of offering the toothbrush for sale with a set of letters of the alphabet which may be selectively applied to the toothbrush to identify the intended user of the toothbrush.

8. A method for discouraging the sharing of a toothbrush as set forth in claim 7 wherein said set of letters comprises a set of pre-cut letters which are removably attached to a backing sheet by an adhesive which can be used to attach selected ones of said letters to said toothbrush.

9. A method for discouraging the sharing of a toothbrush as set forth in claim 8 wherein said set of letters is packaged for sale with said toothbrush.

10. A method for discouraging the sharing of a toothbrush as set forth in claim 8 wherein said set of letters and said toothbrush are displayed together in separate packages which may be separately purchased if the customer chooses to do so.

11. A method for discouraging the sharing of a toothbrush as set forth in claim 8 wherein said letters and said toothbrush have contrasting colors.

12. A packaged dental hygiene product comprising, in combination, one or more toothbrushes and a set of letters of the alphabet, said set of letters being colored to contrast with the color of said one or more toothbrushes and being attached by a pressure sensitive adhesive to a backing sheet from which selected letters can be removed and affixed to said one or more toothbrushes to identify the intended user of each such toothbrush.

13. A packaged dental hygiene product as set forth in claim 12 wherein said letters are vinyl die cut letters.

14. A method for discouraging the sharing of a toothbrush as set forth in claim 7 wherein said set of letters includes labels that may be selectively applied to the toothbrush to indicate the time when the toothbrush should be replaced.

15. A packaged dental hygiene product as set forth in claim 12 further comprising a set of labels which can be selectively applied to said one or more toothbrushes to indicate the time when said one or more toothbrushes should be replaced.